



PRESS PREMIERE of Jerry Lewis' new film, "The Delicate Delinquent," will be held at the Plaza Theater on Saturday night, May 25, under the sponsorship of the Chamber of Commerce and Paramount Studios.

## Press Premiere for Jerry Lewis' New Movie Set Here

Palm Springs will again be the scene of a press film premiere, Chamber of Commerce President Tom Kieley, announced today.

In conjunction with the Chamber, Jerry Lewis and Paramount Studios will host the top press of the nation the weekend of May 24-26, with the premiere of Lewis' latest picture, "The Delicate Delinquent," being held on Saturday night, May 25, at the Plaza Theater.

"SINCE LAST year's premiere was so successful," Kieley said, "we have had many requests from Chamber members to stage a sim-

## LEWIS TO ANNOUNCE PREMIERE FRIDAY ON HOUSE PARTY

Jerry Lewis will make a live television appearance on Art Linkletter's House Party show Friday, April 26, for the purpose of announcing the press premiere in Palm Springs. This show is heard locally over KCMJ from 12:30 to 1 o'clock, Monday through Friday, and may be viewed on Channel 2, 11:30 to noon, Monday through Friday, over the full radio and television facilities of CBS.

iliar event this year. Last year's benefit premiere not only achieved the desired publicity purposes but provided \$3,000 for distribution to charity.

"The undertaking of such an event becomes a city-wide community project," Kieley continued, "and the cooperation of everyone is necessary to assure its success."

## Five to Undergo Rabies Shots As Victim Dies

SANTA ANA, Calif. — A 41-year-old Anaheim man, whose violent death has been attributed to rabies, may have infected five of the 12 persons who subdued him during his struggle against capture, the Orange County Health Department said today.

Six police officers, four sheriff's deputies and two ambulance drivers who came into direct contact with the victim, Clyde Pennington, underwent medical examinations Wednesday.

One of the policemen, two nurses and Pennington's 19-year-old son, Glynn, were advised to undergo Pasteur treatment for prevention of rabies.

## Building Permit Refund Granted

City council last night approved a loading zone in front of Solomon's and a no parking zone on the west side of Arquilla Road.

## Flood Control Action On Section 29 Asked

Request for flood control on Section 29 yesterday headed the first of three Palm Springs hearings scheduled by the commissioners of the Zone 6 Flood Control District.

The Palm Springs Capital Company asked the board of commissioners to include in its projects for the next fiscal year a flood channel running one mile east from Araby bridge.

SINCE PART of the area is under jurisdiction of the Coachella Valley Flood Control District, the commissioners said they would seek an agreement from the valley authority that they would under-

## THE WEATHER

Desert Area Forecast: Mostly clear today through Friday. Gusty winds at times Colorado River Valley today. Not much temperature change. Highs today 65-75 upper valleys, 78-85 lower valleys.

Yesterday's high, 84, low, 46.

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Palm Springs, California, Thursday, April 25, 1957

# U.S. Moves Powerful Sixth Fleet to Eastern Mediterranean Near Jordan

## New Labor Laws Asked By President

### Says Racketeering In Labor Must Be Eliminated

AUGUSTA, Ga. — President Eisenhower, after a conference here with Secretary of Labor James P. Mitchell, called on Congress today for new legislation to eliminate labor racketeering.

The President called racketeering in the labor movement "an abomination which must be eliminated."

"WE DON'T WANT to do anything that will hamper the American labor movement in its legitimate objective," Mitchell said after talking with the President.

"But we do want to help labor clean up its own house," Mitchell added.

The secretary's conference with the President on new anti-racketeering legislation stemmed from recent Senate investigating committee disclosures involving Dave Beck and his International Teamsters Union.

EISENHOWER IN A special statement following his meeting with Mitchell, said, "labor racketeering like corruption anywhere, is an abomination which must be eliminated if and whenever it occurs."

"Any officer and employee of labor—and it appears there have been a few—who abuse the power and trust imposed on them, are not fit to hold union offices," the President said. "The American working man and woman deserves from labor leadership high standards of trust and fidelity."

THE PRESIDENT said that corruption "on the part of a few should not obscure the fact that the vast majority of those connected with organized labor are decent and honest Americans and that responsible labor leadership is moving speedily toward protecting their members from any such abuses, as far as their means permit."

Mitchell, in a press conference after his talk with the President, said he thought the Taft-Hartley labor-management law was deficient in the protection of the worker or union member. He said he was commissioned by the chief executive to draft a new administration approach to laws requiring public record of salaries paid to union officials, the condition of their treasures and the administration of these funds.

Six police officers, four sheriff's deputies and two ambulance drivers who came into direct contact with the victim, Clyde Pennington, underwent medical examinations Wednesday.

One of the policemen, two nurses and Pennington's 19-year-old son, Glynn, were advised to undergo Pasteur treatment for prevention of rabies.

Scheduled to reopen on Oct. 11, further announcements of changes at the hotel are contemplated.

## Building Permit Refund Granted

A building permit refund request to the Foursquare Gospel Church was approved by the City Council for 50 per cent of the total fee.

## Flood Control Action On Section 29 Asked

Request for flood control on Section 29 yesterday headed the first of three Palm Springs hearings scheduled by the commissioners of the Zone 6 Flood Control District.

The Palm Springs Capital Company asked the board of commissioners to include in its projects for the next fiscal year a flood channel running one mile east from Araby bridge.

SINCE PART of the area is under jurisdiction of the Coachella Valley Flood Control District, the commissioners said they would seek an agreement from the valley authority that they would under-



KEY LEADERS of the Western States Advertising Agencies Association assemble for the WSAAA seventh annual convention, now under way here. Officers and directors are, seated, left to right, Bob Boone, second vice president; Marvin Cantz, first vice president;

Jim Christopher, president; Irving Eckhoff, secretary; and, standing, left to right, Phil Lansdale, Rod Mays, Doug Anderson, who is conference chairman; Jim Speer, Harry Lindersmith, WSAAA legal counsel, and Walter Marto.

## Flash Floods, Tornadoes Claim 5 Lives in Texas

By UNITED PRESS

Violent rainstorms and tornadoes have touched off a series of flash floods in central Texas, killing several persons and causing heavy damage in a number of towns.

At least five persons were reported dead.

Mayor Sam Wood of Killeen, an Army town of 21,000 persons, said his city sustained damage of between \$1,400,000 and \$2,000,000 Wednesday when Nolan Creek became a torrent.

BEDILIO GONZALES, his wife, Benita, and their six-year-old son, Pedro, were drowned when the raging stream swept their small home away. Mrs. Gonzales' body was found about 200 yards from the site of the house and her husband's body was found a half-mile away. The boy's body had not yet been recovered.

Mrs. J. T. Walker, 17, of Austin, and her baby son drowned when water swept their automobile off a highway near Johnson City. A companion, Mrs. Clara Joe Huckabee of Austin, was rescued.

IN ADDITION to the driving rains at least 20 tornadoes were sighted Wednesday. They brought to 56 the number of twisters sighted since Friday when violent weather struck the long-parched central Texas area.

Barton's advise: "All daily news-

## Higher Prices for Papers, Magazines Urged by Expert

Newspaper and magazine publishers were today advised to raise the sale prices of their products to bolster their incomes and stave off spiraling advertising rates.

The advise came from Roger Barton, public relations and project director for Alfred Politz Research, Inc., of New York, who advanced his predictions of the nation's advertising picture in 1962.

BARTON, SPEAKING before hundreds of delegates attending the seventh annual conference of the Western States Advertising Agencies Association at the Oasis and Desert Inn Hotels, noted that their revenue from advertising in 1962.

At least five persons were reported dead.

Mayor Sam Wood of Killeen, an Army town of 21,000 persons, said his city sustained damage of between \$1,400,000 and \$2,000,000 Wednesday when Nolan Creek became a torrent.

He compared the figure with the \$8.5 billion spent for advertising in 1956, but pointed out that a good part of the future advertising budget would be swallowed by increased media rates, boosted by higher production costs.

BARTON URGED publishers to seek increased net profits from their readers. Newspapers and magazines are "vastly underpriced," he contended.

He explained that only 61 of the nation's newspapers charge 10 cents per copy, and 40 of these are in California.

"It is fantastic that a superbly edited newspaper of 60 pages continues to sell for five cents," he declared. "Even a skinny candy bar costs six."

Barton's advise: "All daily news-

papers should go to 10 cents immediately."

"THEY WILL NOT only be accelerating a pronounced trend," he said, "but they will also be adding materially to their net income."

Barton described the same action for magazines, which, he noted, traditionally realize 60 per cent of their revenue from advertising and 40 per cent from circulation.

Barton reserved a few comments for television and radio. Television, he noted, will continue to win "growth prizes" five years from now, and radio still has a flourishing future with spot advertising.

BUT BARTON aimed a word of caution at broadcasters who "overload daytime programs with commercials so the interest of this audience is subverted to the interest of the advertisers."

In a WSAAA talk this afternoon, Howard L. Benn, 17, of Austin, and her baby son drowned when water swept their automobile off a highway near Johnson City. A companion, Mrs. Clara Joe Huckabee of Austin, was rescued.

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## Council Plans Telephone Rate Raise Protest

Palm Springs City Council said last night that it would protest the request for a rate increase by the California Water and Telephone Company.

The company is asking for a eight and half per cent increase in domestic and commercial rates, which, in effect will bring business rates up from \$8.35 to \$10.25 and residence rates up from \$4.75 to \$5.20.

ON A MOTION by Councilman Jerry Sanborn, the council unanimously voted to protest the rate increase "until the Telephone Company brings the present facilities up to the PUC standards."

The Public Utilities Commission held a series of hearings in the Village last year concerning the telephone service, and recently ordered the company to bring the facilities "up to par."

THE COMPANY has asked for the rate increase to raise the necessary funds to better the facilities throughout all the company's stations, but, in the words of Mayor Florian Boyd last night, "the company should first build up its facilities before getting a rate increase, and if they don't have the money, they can borrow it like any other kind of business must do."

Resolution of protest will be filed with the PUC at the hearing scheduled in Los Angeles in May.

Council Changes Meeting Place

## Comet Visible In North Dakota

BISMARCK, N. D. — The new discovered Arrend-Roland Comet was visible Wednesday night over North Dakota.

The recommendation by City Manager R. W. Peterson brought unanimous consent from the council.

REAL ESTATE MEN, HOME OWNERS KNOW 'RESULT' ADS

Real estate men know the value of advertising in the Classified columns of The Desert Sun, and so does the wise home owner who wants to reach a large, waiting market for his real estate.

One such well-informed citizen is Maxine Melting, of 777 North Calle Marcus, who placed a "must sell" ad for her new three-bedroom, two-bath house in Sun-classifieds.

The result? She sold her home to the first readers to answer the ad, and then called the Sun Ad staff to offer her compliments for such efficient, speedy service.

You'll pardon us for tooting our own whistle, but you'll see what we mean by results when you reach for the telephone, dial 5005, The Desert Sun, and ask for

"CLASSIFIED."

## Late News Bulletins

NEW YORK UP — Strength in railroad shares injected some vitamins into the stock market late today after early irregularity.

JERUSALEM, Israel UP — All Americans, including diplomatic personnel, were evacuated from the Jordan section of Jerusalem today in a sign that serious trouble was expected there.

LANSING, Mich. UP — Accused wife-slayer L. Ewing Scott testified today he did not believe he would get a fair trial if he were returned to California to face charges of murder, forgery, and grand theft.

## JayCees Elect New Officers At Meet Tonight

Election of new officers of the Junior Chamber of Commerce will be held tonight at the American Legion Hall at 8 p.m.

Placards and signs will adorn the walls of the meeting room, as candidates vie for the majority vote of members of the organization.

**SPEECHES AND CAMPAIGN** slogans will be heard, and in back corners caucusing for support will be held.

The big race is for president of the organization, with Robert Schlesinger, local attorney, and Frank Allen, manager of Community TV Corp., each carrying on active campaigns.

Other announced candidates are J. R. Wahlberg, treasurer, and Robert Morrison, secretary.

ALTHOUGH THERE has been no active campaign, there were hints that Dick DeLong would run for vice president.

Bill Bronstein, retiring president, will preside over the meeting.

The installation dinner will be held on May 16 at the Palm Springs Ranch Club at 8 p.m.



ANNA MARIA ALBERGHETTI and her sister Carla enjoy a Palm Springs salad between shows, last week, at the Chi Chi. The salad, which is set for national promotion, consists of sliced circles

of cranberry sauce on a bed of crisp lettuce, a mound of cottage cheese topped with a dash of mayonnaise. (Aderson Photo).

## VILLAGE THEATRE 207 North Palm Canyon Drive Phone 4384

NOW SHOWING—SHOWS 7:00 AND 9:15



## PLAZA THEATRE 128 South Palm Canyon Drive Phone 4384

NOW SHOWING—SHOWS 7:00 & 8:45

See the Academy Awards winning stars in the roles that won them their Oscars!

Best Actress—INGRID BERGMAN

Best Actor—YUL BRYNNER



### "Uncle John" Is Coming To Town

#### The Desert Sun

**PUBLISHED** Tuesdays through Saturdays, except legal holidays and Mondays when a legal holiday falls on Tuesday.

**AT NEWSSTANDS:** Single copies, 10 cents

Entered as second class matter, under the Act of Congress of March 3, 1879.

The Desert Sun Publishing Co. will

not be responsible for unsolicited manuscripts, unless postage is left with or mailed to the Desert Sun.

**BY CARRIER**  
Daily \$1.25 Month  
MAIL RATES: Payable in Advance  
1 Year \$12.00  
Address all communications to:  
THE DESERT SUN PUBLISHING CO.  
Palm Springs, Calif.  
174 North Palm Canyon Drive.

This group is made up of the

### State Moving Association Meets Here

Thirty-ninth annual convention of the California Moving and Storage Association is being held at El Mirador Hotel today through Saturday.

This group is made up of the

majority of household goods movers in the state of California, and their 500 registered members and guests represent 20 states and two territories.

**FEATURED SPEAKERS** will include Don Markham, assistant director, National Furniture Warehousemen's Association; former Senator Hugh B. Mitchell of Seattle, Wash.; Dr. Karl Falk, internationally known expert on redevelopment, relocation and housing, from Fresno College; Ben Miller, industrial relations director, American Trucking Association, Washington, D.C.; Lloyd Erleban, director, Employee Relations, Bekins Van & Storage Company; Ernest L. Dalany, public relations director, California Moving and Storage Association, and others.

The nominating committee has presented the following slate of officers for 1957:

**PRESIDENT**, JOHN Carlson, Tri-City Van and Storage Company, Riverside; vice president, James A. Nevil, Nevil Storage Co. San Francisco; directors, northern region, Ralph W. Johnson, Richmond Transfer and Storage Co., Richmond; Fergus C. Cameron, Dickey Transfer and Storage, Fresno; Dan E. Devine, Pierce-Rodolph Storage Co., Inc., San Francisco; Martin B. Holt, Bekins

Van and Storage Co., Oakland; Van and Storage Co., San Jose.

Directors, southern region, Clair F. Coe, Hunt Transfer, Inc., Los Angeles; Arthur Woolsey, Lyon Van and Storage Co., Pasadena; Arthur Schick, Schick Moving and Storage Co., Santa Ana; Clyde Shepherd, Shepherd Moving and Storage, Southgate.

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Break out the confetti!  
Let out your heart!  
It's JIMMY as 'LINDY'  
and "it will lift you right  
out of  
your  
seat!"

N. Y. DAILY NEWS

### Real Estate Firms in Palm Springs and Desert Area

**PALM SPRINGS** Phone  
DAILEY REALTY 2909  
412 N. Indian Ave  
RUSSELL WADE 2855  
850 S. Palm Canyon Dr  
ISRAEL, ADOLPH 2981  
674 N. Palm Canyon Dr.  
LANG, ROSLYN 2522  
1175 N. Palm Canyon Dr.  
MADGE O. ROCKS 4878  
177 E. Andreas Rd.  
SHEPENKO, PETER B. 2727  
The Pioneer Realty Co.  
475 N. Palm Canyon Dr.

**CATHEDRAL CITY**  
CLARK, PAUL W. 8-4691  
68-657 Broadway  
JORGENSEN, E. M. 8-3401  
68-574 Broadway  
SHARP, JOHN 8-8303  
555 Broadway  
SHERRILL, R. H. "Bob" 8-3534  
600 2nd St.

**LA QUINTA**  
HOFFMAN, MILTON A. 9-3941  
P.O. Box 306  
**PALM DESERT**  
CARL HENDERSON 73-941 Hiway 111  
EDITH EDDY WARD P.O. Box 285  
PALM DESERT SALES CO. 76-3794  
Larkspur Lane and Hiway 111

**WELCOME — WHITE**  
Phone 76-5156  
**RANCHO MIRAGE**  
RANCHO MIRAGE REALTY CO. 8-3881  
71-811 Highway 111  
TED SMITH 8-5022  
71-691 Highway 111

**THOUSAND PALMS**  
HAL CORNELIUS 291

**THUNDERBIRD AREA**  
TONY BURKE 8-5432  
70237 Hiway 111, 1/4 mile  
west of Thunderbird C.C.

Adv.

### JAMES STEWART

and the once-in-a-lifetime excitement  
of America's most exciting era

### THE SPIRIT OF ST. LOUIS

PRESENTED BY WARNER BROS.  
IN CINEMASCOPE AND WARNER COLOR

BASED ON THE PULITZER PRIZE BOOK BY  
CHARLES A. LINDBERGH • BILLY WILDER AND WENDELL MAYES • LELAND HAYWARD • BILLY WILDER

SCREEN PLAY BY  
CHARLES A. LINDBERGH • BILLY WILDER AND WENDELL MAYES • LELAND HAYWARD • BILLY WILDER

PRODUCED BY  
CHARLES A. LINDBERGH • BILLY WILDER AND WENDELL MAYES • LELAND HAYWARD • BILLY WILDER

DIRECTED BY  
BILLY WILDER

WARNER BROS.

## Calectric Gives 1957 Campaign Outline Here

An intensive advertising, promotional and free service campaign designed to further the Live Better—Electrically concept during 1957 was outlined for Palm Springs area businessmen at a dinner meeting held Tuesday at the Deep Well Guest Ranch in Palm Springs.

A kinescope showing of a national closed circuit television program featuring John Daly and the nation-wide strides made in promoting the live Better-Electrically concept during 1956. It outlined the programs that will be conducted throughout the nation during 1957 to bring the story of "how electricity can improve living" to a nation-wide radio, television, newspaper and magazine audience.

RALPH MUNSON, California Electric Power Company Domestic Sales Supervisor, reported on a series of programs that the utility initiated last year and which resulted in benefits of the electric consumer and the electric industry trade ally in the Calectric service area. John McNeese, residential sales agent, was program chairman.

Advertising and promotional campaigns will be conducted by the utility again this year, with a wide variety of trade ally aids available from the company, Munson said.

### "Uncle John" Is Coming To Town

Come — Gleason — Lucy — Benny — Sullivan  
\$64,000 QUESTION  
ALL OF THEM ARE COMING YOUR WAY!  
So If Your TV Set is Not Connected Up CALL 5002 Now!  
PALM SPRINGS COMMUNITY TELEVISION CORP.  
192 INDIAN AVENUE PALM SPRINGS



FRANCIS CROCKER, local manager of Calectric, right, explains to John Hammer of Hammer Electric, the planned company service during

### Ladies Night Planned Friday

Sixty electrical contractors, members of the National Electrical Contractors Association from Riverside and San Bernardino Counties, will hold their annual Ladies Night dinner-dance at Chi Chi Friday night.

John Hammer of Hammer Electric is in charge of arrangements.

Congress in 1886 made the official U.S. inch four-millionths longer than the standard British measurement.

### Proposed Moose Lodge Has New Members, Plans Meeting

Formation of a Palm Springs Moose Lodge drew closer to reality today as membership executives programmed a booster meeting for prospective members and their wives.

Latest Villager to sign up as a charter member is Bill Jenkins, Radio S'at'on KPAL announcer.

Families living on the steep slopes of Norway's fjords sometimes tether young children at play lest they fall down precipices.

With Scout leaders Mrs. Alfred F. Patane and Mrs. Trenton Dunphy, Girl Scouts of Troop No. 6, Carol Fox of Rancho Mirage, Judy Jorgensen, Robert Sherrill, Sandra Dunphy and Patti Patane of Cathedral City, participated in a backyard camp-out at the Girl Scout house in Palm Springs.

The girls cooked their dinner at night and breakfast in the morning on the "tin can stoves" they made at Scout meetings.

According to Larry Brandyberry, Moose membership director, Brandyberry said that Villagers seeking membership may contact the following captains: Jack Hill, telephone 6442; Orr Phillips, 8-3161; C. Harry Mohr, 4690; or Daniel D. Murphy, 6261.

The girls cooked their dinner at night and breakfast in the morning on the "tin can stoves" they made at Scout meetings.

# FOR SALE

The Finest Down Town Business Property in Palm Springs

THE LAND RUNS FROM PALM CANYON DRIVE THROUGH TO INDIAN AVENUE

THE IMPROVEMENTS CONSISTS OF:

- HOTEL BUILDING on Palm Canyon Drive has 2 stores down stairs and 9 hotel rooms with baths upstairs. Furnace heating and cooling systems. Completely furnished.
- COULD BE CONVERTED into medical building or office building.
- TELEVISION is piped in and paid for.
- TWO ROOM COTTAGE with bath. Furnished.
- STORE BUILDING on Indian Avenue.
- LARGE COMPLETELY EQUIPPED SWIMMING POOL.
- THE PROPERTY is beautifully landscaped and walled in.
- PLENTY of room for more stores, shops or rental units, as the entire property is all zoned for commercial purposes, with adequate parking.
- OFFICE, LOBBY and one 2 bedroom apartment with kitchen.
- ADJOINS CITIZENS NATIONAL BANK and Farmers Market on one side and a large development going in on the other side.

Will Sell Entire Property for the Price of the Land Alone!

For Only \$195,000

Easy Terms to Qualified Buyers

Will Take Palm Springs Property up to \$35,000 As Part of Down Payment

SEE EXCLUSIVE AGENT

PETER B. SHEPTENKO  
THE PIONEER REALTY COMPANY



475 North Palm Canyon Drive

Phone 2727

### Police Officers Are Reassigned

Capt. Orest Johnson yesterday reassigned three men to allow Officer Ray Youngberg to go East due to an illness in the family.

Officer Robert Davis will work the early morning shift in Youngberg's place. Officer Carroll Vogelaar will work the special shift with Lt. Dale Thompson from 6:30 p.m. to 2:30 a.m., and Officer Robert Flavin will work the early morning shift in Vogelaar's place.

The changes became effective immediately.

The best grass for an attractive lawn in the northern Great Plains area is bluegrass.

HOLLYWOOD APR. 25 — Comedian tiling down to hear soprano Dorothy Kirsten and the orchestra under the baton of conductor Alfred Wallenstein.

Celebrities who paid \$100 each for orchestra seats included Frank Sinatra, Laraine Day, June Allyson, Claudette Colbert, Ann Rutherford, Gregory Peck, and Edgar Bergen.

The Desert Sun Thursday, April 25, 1957

### Crowd Laughs As Jack Fiddles

HOLLYWOOD APR. 25 — Comedian tiling down to hear soprano Dorothy Kirsten and the orchestra under the baton of conductor Alfred Wallenstein.

Benny's squeaky violin which has produced laughs for millions of Americans in the comedian's long radio, movie and television career was a hit again.

Many of the comic's fellow Hollywood entertainers laughed through a fight between Benny and the concertmaster, first violinist David Frisana, before set-

CALL  
For Best  
Classified Results



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### SPENDING THE SUMMER IN LOS ANGELES?

#### The Du Barry Hotel Apts.

A 7 Story Class A Building

Housekeeping Units  
Large Living Room  
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FROM \$125.00 PER MONTH . . . with  
additional bedroom from \$175.00 per month

#### Complete Daily Hotel Service

24 Hour Switchboard Service  
3 Blocks from the Hotel Ambassador

#### The Du Barry Hotel Apartments

Corner 5th and Catalina Telephone D'Uinkirk 42171  
CLEAN, WELL FURNISHED. AN EXCEPTIONAL VALUE

# this is a sale!

IT'S GRONE'S 7TH ANNUAL CLEARANCE OF  
MEN'S AND WOMEN'S SHOES

# 1250 PAIRS GO ON SALE

TOMORROW—FRIDAY APRIL 26, 9 A.M.

## 4 PRICE RANGES ONLY...

ON WOMEN'S SHOES

\$300 \$500 \$700 \$900

All Shoes on Sale Are From Our Regular Stock

IN EVERY PRICE RANGE YOU WILL FIND SHOES FROM THE FINEST SHOE MAKERS

VALUES TO \$25.00 PER PAIR

#### BRAND NAMES

- Joyce
- Kimel
- Saval
- Sbicca
- Red Cross
- Florsheim

#### STYLES

- Flats
- Oxfords
- Pumps
- Straps
- Sling Pumps
- Springolators



#### HEEL HEIGHTS

- Little Heels
- High Heels
- Wedges Low
- Wedges High
- Flat Heels
- French Heels

In All the Wanted Colors, Including White

Made of favorite materials, Imported Leathers, Linen, Vinyl and Suede

#### Men's FLORSHEIM

Values to \$29.50

\$1400



#### Men's Wm. JOYCE & EVANS

Values to \$18.95

\$800

MEN'S QUANTO ITALIAN IMPORTS Values to \$35.00—NOW HALF PRICE

Oxfords, Slipons, Black, Navy, Grey, Brown and Beige

SORRY—POSITIVELY NO EXCHANGES OR REFUNDS

# GRONE'S FLORSHEIM SHOES

184 North Palm Canyon Drive

Open Sunday, 10 to 5

Established 1927

THE DESERT SUN PUBLISHING CO.  
GEORGE E. CAMERON, JR., President

Telephone 5005

174 North Palm Canyon Drive

OLIVER B. JAYNES, Editor

WILLIAM RASHALL, Promotion Director

The Desert Sun is an independent newspaper dedicated to truth, accuracy, and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

## Editor's Corner

POST OFFICE DEFICIT  
THIRTY CENTS EACH

If everyone in the United States would send Postmaster Summerfield thirty cents worth of stamps his department would have enough money to continue Saturday deliveries. Of course the people aren't going to do any such thing. A lot of them probably wouldn't mind getting along without their mail on Saturdays if this is an indication that our Federal Government is really starting to economize.

We all know, however, that this is only forced economy due to the failure of the Post Office Department to get the needed appropriation. They just ran out of money and, like any business or individual, when you run out of money you have to cut down on something.

Maybe this strange situation in which the Post Office Department finds itself is a good thing. It brings up for discussion all across the land the much heard question of whether or not the department should continue to be operated at a heavy loss. Questions are also being asked as to which classes of mail account for most of the deficit.

It seems like much of the mail we find in the box these days is advertising matter. It has been my experience that we receive three or four of these mailed advertisements to every personal message. Most of them are carried at

reduced rates. The post office also sells stamped envelopes at a loss — and in competition with private business. The department also likely loses money on parcel post which is likewise carried in competition with private business.

Newspapers also receive a considerable amount of free delivery service in counties. This holds true largely for weekly newspapers. Most of them have no objection to paying a reasonable charge of delivery service.

It really wouldn't seem to make much difference whether the post office ran in the hole or not. Like all other governmental services the public foots the bill anyway. It would seem, on the other hand, that those who use the service the most should pay their proportionate share. This might include some who abuse free mailing privileges.

Some of the people found the curtailment of Saturday service quite inconvenient. It was a severe handicap to others but as we have said if this is necessary in order to hold down expenses, most Americans will go along with the idea. They are quite pleased that Congress has become economy minded.

At the same time, however, new demands will be made for a review of the whole postal service program with an eye to bringing it more up to date and eliminating as much of the deficit as possible.

## HOLMES ALEXANDER:

## Dopo Domani

**NAPLES.** Italy — Southern Italy is the land of *dopo domani* (day after tomorrow), which is one degree more remote than manana, and maybe it isn't such a bad idea. *Dopo domani* is doubly-sure never to come; and if you don't look too hard, the present Mediterranean world is very pleasant to live in.

Practically everything good today (never mind tomorrow and beyond) is due to the U. S. Sixth Fleet with its 30 ships, 20,000 men and Rear Admiral Charles R. Brown, Commander. Naples is gay. You are wakened in the morning by people joyfully singing on their way to work or worship. The streets, the parks, the beaches, and the buses give every outward sign of a population bubbling over with health-happiness and more wealth than the land ever knew.

**THE SIXTH FLEET** is the reason. Today the beautiful Bay of Naples is open to export-import business and to a flourishing tourist trade. Except for the Olivetti typewriter factory and a concrete plant, there is almost no manufacturing in Naples, and the city would be on the beach without its busy port.

The big industrial cities of the North, Milan and Turin, are pouring Fiat automobiles, motor scooters and heavy machinery into national and world markets. So impressive is it all that a somewhat breathless Navy Officer, just back from a tour of the peninsula, told me I was visiting the "Japan of Europe."

**WELL, MAYBE.** There is still enough unemployment to keep the Communist recruiting of officers in business, and the country in general is bracing its broad shoulders for the usual May Day roughhouse. American aid, over the

years, has built some excellent apartment houses and has set the industrial wheel to rolling, but it isn't credited here with abating the Communist growth.

Russia itself sabotaged the Italian Reds by the massacre in Hungary and by the subsequent backsliding to Stalinism. If Italy is ever to be de-Communized or at least freed from the active menace of this malignant form of internationalism, the country will have to perform a do-it-yourself deliverance.

An Italian wryly pointed out to me today that the late Benito Mussolini was a fellow who got rid of the Communists. It is interesting to contemplate how the halo of American approval would sit on Mussolini's brow today if only he had stayed out of other people's wars — like Franco's in Spain.

**BUT THE SIXTH FLEET** has done much more than keep the seaways open. Before leaving Washington, I was warned by Naval personnel to expect the worst in Naples after dark. In recent months, however, the joint police work of shore patrols and local cops has made life, property and property much safer.

The Navy's relationship to Naples is an ideal one. There is a small facility station here, and it is mainly a switchyard in the logistics line from North to the ships-at-sea.

For this reason the local economy is not directly beholden to the Fleet, which is almost entirely supplied (the only exception, I think, is perishable food, like fresh fruits) from home. The absence of economic "interdependence" (a new impostor-word in the liberal lexicon) makes for a greater sense of equality between the visitors and the host nation.

**IN FACT.** THE Sixth Fleet has no shore base anywhere in the Mediterranean. It does not need one. The ships and crews rotate with others outbound from home. Tankers and refrigerator ships bring most of what is consumed a continuous stream of aircraft supply the technical replacements as well as small cadre of men.

Here, again, is a striking example of independence as against dependence on interdependence. The Fleet is relatively free from reliance on these Mediterranean ports, and this clear picture is worth thousands of words about America's pure intentions toward other people's ports and islands. Nothing speaks louder for our lack of territorial ambitions than this Fleet, which is completely mobile and which never stays anywhere long enough to wear out its welcome.

**THUS—THE** present. As to the future—it seems to realize in Uncle Sam's fast-emptying purse. Not long ago the British papers emitted leonine roars of anger when Admiral Brown was quoted as calling the British Mediterranean Fleet a "Complimentary force."

But the news, shortly after NATO's 8th birthday, was that Prime Minister Macmillan is partly dismantling the Royal Navy and is frankly pitching his country's defense "upon the nuclear capacity of the United States."

Well, the Sixth Fleet is atomized and isn't likely to run away. But these maneuvers cost big money. The more we spend in the less our allies will spend in their own protection. How long can this go on? Until *dopo domani*?

## Quotes from the News

(By UNITED PRESS)

**ALBUQUERQUE, N.M.** — Democratic Lt. Gov. Joseph Montoya on his election to the U. S. House of Representatives:

"I shall go to Washington a Democrat and I shall remain a Democrat. However, in matters vital to the welfare of our state and nation, I shall cast my vote according to what I sincerely consider to be the best interests of the public I represent."

**WASHINGTON:** Robert C. Hill, assistant secretary of state, in urging Congress to grant statehood to Hawaii and Alaska:

"Statehood for Alaska and Hawaii would seem to constitute a clear example of self-government referred to in the charter of the United Nations, and as such, should be viewed in a favorable light by the great majority of U.N. members."

**NEW YORK** — President Ernest G. Swigert of the National Assoc. of Manufacturers charging that labor leaders, not employers, are exploiting the workers of America:

"When an individual must join a union and subject himself to union discipline to make a living for his family, he can neither cry out in protest nor resign when the self-perpetuating leaders of the union betray his trust."

**NEW YORK** — Fredericka Sigris Juarez, 17-year-old heiress, on plans for her third wedding ceremony with designer Gregg Juarez, made necessary because the first was invalid and the second wasn't a church ceremony:

"I may keep on marrying Gregg indefinitely because I make him give me a new ring every time."

**ATLANTIC CITY** — President Walter Reuther of the United Auto Workers in describing his union's new public review board:

"It will be a board with broad powers and responsibilities. This is the real thing with no ifs, ands, and buts or loopholes."

**LONDON** — Daphne Fairbanks, daughter of film producer Douglas Fairbanks Jr. on being one of 12 Americans debutantes presented to Queen Elizabeth II:

"I've been practicing my curtsey for days."

**NEW YORK** — Comedian Jackie Gleason in announcing he will return from his weekly television show June 23:

"Come June 23 and I will sit down and remain seated. I'm all done with this week to week thing."

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## Progress in the Middle East

THIS SIDE  
of The Sun

By Phat

There is a young man in Palm Springs, Who said to himself, "of all things What is so rare As a good head of hair And the youth that a toupe brings."

(\* Young—poetic license.)

So instead of being a surrey with a fringe on top, Bill Rashall says he is coming out in a new model. A sports model with the top up.

No longer and, I hope, no longer. Perhaps, a little wider as the Banana Parish. While there recently I heard that the weekly banana boat was scheduled to arrive in Oracabessa, so I decided it would be interesting to go over to the port and watch it load into the lighter to be ferried to the banana boat anchored in mid-harbor.

**PUSHADEE,** Harry Oliver's tortoise who made the front page of The Desert Sun Saturday, jumped the gun. He must have had a lonely day Sunday. For he went to Joshua Tree to write up the annual turtle races there. That was Sunday, April 21. The turtle races are scheduled for May 4 and 5.

Perhaps, he just started for Joshua Tree last Sunday hoping to make it by May 4.

But he practically disqualified himself as a newspaper man. Imagine one of those hunt and peck boys being ahead of time. It is mostly vice versa with the accent on the first word.

**HAVE FOUND** myself another thing to gripe about. That's the scrap book addicts. Those people who, whenever they see something interesting in a newspaper, snip it out to paste in their collection of whimsies.

I wouldn't mind so much if they'd wait until the paper was ready for the trash barrel.

But it is a bit disconcerting to settle yourself in an easy chair, surrounded by the Sunday paper and prepare to do a spot of light reading — and just as you get down to the eighth race, it isn't there.

The scrap book hound saw something on the other side of the page and tore it out.

**THIS WEEK** we are celebrating National Garden Week, National Photography Week, Hardware Week and American Comedy Week. Which is a mighty good combination. They go together.

You work in the garden with tools from the hardware store and somebody takes your picture.

When they show that picture on the home screen, that makes for Comedy Week.

White reminds me that somewhere I read that "give a woman a yard and she'll make her husband spade it up."

**TO MOST PEOPLE,** Sunday is a day of rest even unto eating. They make it just a two big meal day. Sleep in late, partake of a big breakfast, also late, then gorge on a big dinner, early. Then sit around with that dopey feeling to watch TV.

That's why I believe that television commercials around dinner time which extol food products are not productive. Thoughts of food do not appeal to people who have just stuffed themselves and are slightly disturbed as a result.

Even blurb about cosmetics would be better.

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## County Fair May Become Full Time Operation; Facilities to Be Utilized

Acting upon recommendations to sixth place in California's 85 made last month by the County fairs.

**BOARD PRESIDENT** Bert Farmer announced that 1957 attendance at the fairgrounds was up 33 per cent over the previous year, and the \$150,345 in total revenues was an increase of 29 per cent over 1956.

Under the present arrangement, Fair Manager Robert Fullenwider divides his time between the Riverside County Fair and National Date Festival and the Orange County Fair. He works half-time for both counties.

**FAIR BOARD** recommendations call for year-round operation, with more time at the fairgrounds in Indio for Fullenwider's office. More interim use of the facilities is one of the objectives of the full time basis.

In addition, the Fair Board believes that Riverside County's fair and festival has reached the point where it demands more time from its manager. Last February it attracted 182,345 visitors, and moved

### "Uncle John" Is Coming To Town

**FULLENWIDER** has served as manager of the Riverside County fair program since 1945 when he inherited the job as part of his assignment as secretary of the Riverside County Chamber of Commerce.

He is a resident of Corona where he was in the automobile business until 1941. During the war he served as manager of the Farm Labor program in Riverside County.

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**BOOSTING THE COUNTY** Building Bond Issues here were Alvin Downs, seated at left, and Supervisor chairman Paul Anderson. Joining in the discussion standing, left to right, were Supervisors George Berkey and Curtis Chamberlain, and Ted Smith, president of the Coachella Valley Advisory Planning Commission. The picture was taken at the meeting of the CVAPC at the Springs restaurant. (Desert Sun Photo).

### Cities Get New Sales Tax Offer From County Board, All Get 12½% But Village

The sales tax proposal, county-wide with a donation by the cities to the county of 15 per cent of the monies collected within the cities as voted on by the county board of supervisors last week, was re-

scinded this week and a new motion to offer to accept 12½ per cent from the cities instead of 15 per cent, and to cut the 15 cents to five cents for Palm Springs, was approved.

The motion to rescind the 15 per cent city participation was made and seconded by the same supervisors who made the motion to approve it last week, the motion being made by Supervisor William Jones, and seconded by Supervisor Fred McCall. However, it was Supervisor Paul Anderson who supported the 15 per cent last week, and Supervisor George Berkey who supported the rescinding action Monday.

"WE SHOULD leave it as it is," said Anderson. "It is confusing to keep changing our minds."

It became even more confusing when Berkey later made a motion, seconded by Supervisor Curtis Chamberlain, to propose to the cities the acceptance of 12½ per cent of the tax "with all except Palm Springs for which a realistic figure is five per cent." The supporting vote for this proposal was cast by Anderson.

**CONFUSION** was added to confusion when later in the day McCall made a motion to rescind the action approving 12½ per cent participation. "We'll lose the confidence of the Farm Bureau and the Grange, cutting city participation below the 15 per cent the farm organizations have approved," said McCall.

The confusion came to an end when Anderson, as chairman of the board, said that Roberts Rules of Order under which the board operates, forbids an action to rescind a motion by anyone who did not vote with the prevailing side, and since McCall had voted against the 12½ per cent participation he could not vote to rescind the action.

**COUNTY COUNSEL** Ray T. Sullivan, Jr., presented a lengthy nine-page ordinance which would provide for the 15 per cent donation by cities. He said that if adopted the ordinance will become effective only if no city ordinance is adopted with a city rate in excess of an amount which would allow the participation agreed upon, or at the first day of a succeeding calendar quarter when that adoption is met.

### Teen-Age Models To Give Fashion Show Sunday

### Teen-Age Models To Give Fashion Show Sunday

Youth and beauty will have full sway next Sunday, April 28, at Desert Highlands Hot Springs in Desert Hot Springs, when Jack Michel presents his well-known "Teen-Age Models" in an exhibition Style Show, at 2 p.m.

Patrons of the pools will not only have the pleasure of their usual swim in the natural hot mineral waters, but will see the very latest in bathing attire.

**CYNDI GRAY**, now being tested at a major film studio, will headline the show, Cyndi, as "Miss Altadena," is first runner-up to "Miss California" in the 1957 "Miss Universe" contest, and will have national coverage within the next sixty days in "Look" Magazine. She has been a Los Angeles "Examiner" Cover Girl on their "Pictorial Living" Magazine Section, and recently appeared as one of the beauties at the Palm Springs Police Show. She has also been featured on the TV program, "City at Night."

Other girls in the style show will be: "Miss TV," Judy Frederick; "Miss Los Angeles," Janet Lindgren; L. A. Examiner Cover Girl Diane Bookner, Roella Miller and Jackie Ebeler. Other models will be Judy Christie, Myrna Stuckey, Miriam Morsi, Diane Aitken, Melinda Bartley and Susan Tyrell.

AS A SPECIAL attraction "Wally the Clown," direct from Disney-land, will be on hand to give balloons to the children.

The Highland Pools are on Hacienda Avenue, one and one-half miles east of Palm Drive.

During the past three years, 64 per cent of North Dakota's corn acreage has been used for silage or fodder.

### Building Bond Issue Change Gives Voters Two Choices

The \$5,465,000 county building bond issue is to be split into two parts, with a separate vote on a building program in the amount of \$4,420,000 and on land proposed for future building expansion and parking in a three and one-half block area near the courthouse in Riverside in the amount of \$1,045,000.

Supervisor George Berkey proposed division of the bond issue, and Supervisor William Jones who previously stated he believed \$2,000,000 sufficient for new county building, surprisingly seconded Berkey's motion for a \$4,420,000 bond issue for buildings and a \$1,045,000 bond issue for land near the courthouse. The vote favoring the proposed change was unanimous.

**LATER IN THE** day, Supervisor Jones sought to eliminate the bond issue for the land purchase. His motion to that effect was seconded by Supervisor Fred McCall but failed to carry when Supervisors Berkey, Curtis Chamberlain and Paul Anderson voted against it.

The \$280,000 deduction which reduced the \$1,325,000 land purchase to \$1,045,000 is for the property on the north side of Eleventh Street between Orange and Lemon extending one-half block northerly toward Tenth. This was added to the \$4,140,000 planned for buildings making the amount for the building program \$4,420,000. Berkey

said the area would be needed for parking.

**IN PROPOSING** the two-part issue, Berkey declared, "There is a great deal of opposition to the bond issue due to purchasing a considerable amount of land which is not to be used in the immediate future."



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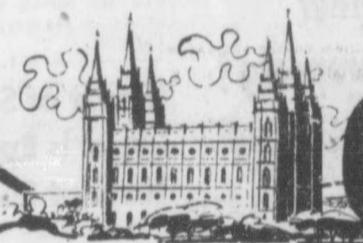
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BY JEAN PATANE

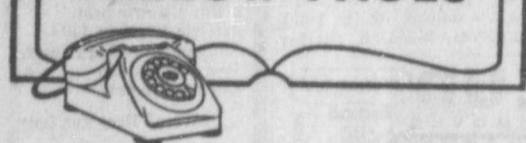
Monday afternoon, in lieu of a 27 with leaders Mrs. F. Carnahan and Mrs. Moorten's Cactus Garden meeting Girl Scout Brownie Troop and Mrs. E. J. Ames, visited Mrs. Moorten showed the many interesting plants and other things found in their desert, and the Indian Relics from all over the country. Brownies in attendance were Pamela Ames, Aleta Brandt, Susan Carnahan, Lyn McCallum, Susan Ehrman, Julianne McQuaid, Sandra Smith, Jan Svojda, Julie White, Susan Chabot and Zeida Shirley.

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The Berton Lamba spent Easter weekend at Lake Havasu, camping and water skiing. After leaving the lake Sunday they stopped along the way to collect some interesting specimens of gem rocks, arrived home Sunday night.

Diane Buccino, daughter of the Joe Buccino of Rancho Mirage was hostess last night for the Teenage Studio Party at Amelia Irvine's Merle Norman Cosmetic Studio. Their attention was drawn to the Bulletin Board with the names of all the girls who have hosted parties, and their guests. These Studio Parties held each Wednesday evening are proving very popular with the teenagers.

Mrs. Colleen Miller and her son, Jerry, of Shafter, Calif., were Easter Weekend guests at the home of the Howard Deasons.

While guests at the home of Mr. and Mrs. A. M. Gillette, Mr. and Mrs. Robert Gillette of Westchester participated in the competitive games at the Palm Springs Bridge Club and won first place. Mr. and Mrs. George Gillette, brother and sister-in-law of the A. M. Gillettes, and parents of Robert, were here from their home in Southington, Conn.

Mr. and Mrs. Ivan entertained the family over Easter weekend, having as their guests his brother and family, Mr. and Mrs. LeRoy Sharpend and daughters, Virginia and Kathleen, of Pasadena, his sister and brother-in-law, Mr. and Mrs. John McBride, also from Pasadena. And on Easter day joining them were Mr. and Mrs. Clifford and son, Mike, (another brother) and his parents, Mr. and Mrs. John Sharp. Lending assistance was their daughter, Midge Donahoe, who is staying with her parents while her husband is on sea duty; and daughter, Christine.

### 'Spirit of St. Louis' Is Epic Now at Sunair

James Stewart stars in "The Spirit of St. Louis," the CinemaScope Warner Color epic produced at Warner Brothers Studio and now playing at the Sunair Drive-in Theater.

Based on the Pulitzer Prize-winning book by Charles A. Lindbergh, the man and the worldwide hero of aviation. The fatal flight across the Atlantic alone in his plane and the events which led up to it are depicted.

In production for three years, "The Spirit of St. Louis" was filmed on locations in all the major capitals of the world. The film was recently premiered in New York City and won the acclaim of a capacity audience.

Scheduled for a full week on its first desert area showing the picture's co-feature is "Deep Adventure."

#### Fast Correction

JACKSON, Mich. — A vital motion hit a snag when Roy Flewelling of Hanover Township, substituting for an absent member of the County Board of Supervisors, absentmindedly voted "no" on a routine motion to allow the supervisors their pay for the day. Other supervisors quickly set him straight, and the vote was made unanimous.

The red ground monkeys of Africa cannot swing by their tails. These simians live on plains and savannas, often venturing miles from the forest's safety.

**AN ESTIMATED \$35,000** damage was done to the famous Willis Palms near Thousand Palms last week after a runaway camp fire burned out of control. Authorities say that it is possible that the trees, although blackened by the fire, as shown above, will regrow. The place, located just east of Thousand Palms, has been used many

times by movie companies, most recently for the filming of "The Silver Chalice." The more than 350 palms were owned by W. R. Hillery and Claude Cobb of Cathedral City, who after the fire expressed fears that the destruction of the trees may cause natural springs in the area to dry up. About 50 trees survived the blaze. (Willis Photo).



**INSTALLATION OF OFFICERS** of the Cathedral City Women's Club was held Wednesday afternoon in the Starlite Room of the Chi Chi. Left to right, standing, Mrs. Jeff Seuferer, vice president; Mrs. John Gallerani, president, and Mrs.

Josephine Moon, secretary. The other officers are seated left to right, Mrs. Claude Yerkes, Mrs. Charles McClure and Mrs. Ross Cunningham. Some 20 women attended the installation luncheon. (Desert Sun Photo).

### 65 Attend Egg Hunt of Club

About sixty-five children scrambled for Easter eggs at the Cathedral City Junior Woman's Club Easter Egg Roll held at Sunair Park.

Big fuzzy Easter Bunnies were won by Dick Busby in the preschool through second grade group, and by Eddie Thompson in the third through sixth grade group.

Assisting in the success of project Easter Egg were Girl Scouts

Sarah Hicks, Dana Gertner, Loraine Howell, and Mary Jo Richley of Troop 26, Patti Patane of Troop 6, and Joan and Jean Allen.

The Club extended its thanks to the Cathedral City Area Business Association, the Cathedral City Chamber of Commerce for financial assistance, and to Harry Estel of the Cathedral Grocery Meat department who donated the eggs.

The red ground monkeys of Africa cannot swing by their tails. These simians live on plains and savannas, often venturing miles from the forest's safety.

### Torrences Stage Successful Children's Party at Ranch

A Puppet Show and rainbow rade, played on the accordion by Reno Rene, the 175 children marched to the garden around the pool area to hunt for the gaily colored eggs, especially the ones with the letters R, C that meant an added prize. Then back to the Rodeo Room where the stage was set for Bob Baker's Marionettes.

The lifelike little puppets captured and held the imagination of one and all from the entrance of the artist Pierre Rabbit, with his brush, painting smiles; the Teddy Bears, Peter Cottontail, the Carrot Symphony, and the chorus of dancing flowers, to the grande finale, the Easter Egg Parade.

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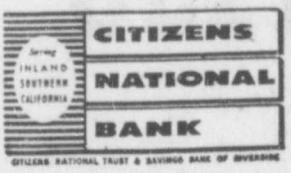
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## Cathedral City Lions to Hold Chuck Wagon Breakfast

The Lions Club Chuck Wagon Breakfast and the nomination and election of officers will share the agenda at the Lions Club dinner meeting being held tonight at 7 p.m. in the Town Hall.

The Chuck Wagon Breakfast will be served Sunday morning from 7 to 11 a.m. in the Cathedral Market parking lot. Offered are steak, eggs, hot cakes and the trimmings for a donation of \$1.50 for adults and 75 cents for children.

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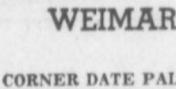
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THREE LOVELY MODELS Janice Sakofsky, Jo fashion show luncheon to be held at the Palm Roth and Barbara DeVorzon display some of the Springs Ranch Club tomorrow. (Gayle Studio, Photo).

### Twins Spend Easter Together

Barbara, daughter of Lt.-Commander and Mrs. Victor White of 1055 San Jacinto Way, has returned to Chapman College after spending Easter vacation in Washington D. C. with her twin sister Carole, who is employed by the state department.

The two girls saw many places of interest, including a visit to the White House, and were guests at the Officers Club, where Car-

### RAMON DRUG'S 10th ANNIVERSARY CELEBRATION

TODAY! TOMORROW! SATURDAY!  
Open Daily from 8:30 a.m.—10:00 p.m.  
FUN! FREE GIFTS! SURPRISES!

### 1/2 price SALE limited time only

Gelatin-Plus  
puts nail beauty  
in a capsule!

FOR PROBLEM NAILS...  
Gelatin-Plus is a modern aid for nails that split, chip, peel or break. Doctors recommend gelatin as a rich source of protein needed for strong nails.

Now, for the first time you can have gelatin in pleasant, easy-to-take capsules... rich in protein. Packaged in a purse-size, clear plastic case... 200 capsules \$10.00  
80 capsules \$5.00  
30 capsules \$2.00.



Tussy  
deodorants  
CREAM AND STICK  
REGULARLY \$1

NOW 50¢  
each  
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TUSSY

UNEQUALLED for its  
HEALING and BEAUTIFYING  
PROPERTIES

Tritle's  
Glycerine & Rosewater  
TUBE 75¢ JAR 1.25

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## TOM DANSON'S TV-RADIOLOGIC

### TV-Viewing Tips

Following programs are compiled from reports provided by broadcasters. We assume no responsibility for last minute changes on their part, T.E.D.

### TELEVISION TONIGHT

• Colorcast  
THURSDAY P.M.  
5:00—*50-50-Minis*  
5:45—*Rascals Clubhouse*  
6—*Cartoons*  
7—*Mickey Mouse*  
11—*Moore*  
12:30—*Little Marge*  
13—*Western Feature*  
6:00 P.M.  
8:45—*Five Star Final*  
7—*Annie Skye*  
8—*Theater*  
9—*Cartoon Express*  
11—*Youth Spottie*  
8:15—*News*  
12—*Montana*  
9:00—*News*  
10:45—*Curt Massey*  
11—*Horse Races*  
12—*Range Rider*  
12:30—*Brave Eagle*  
13—*Mickey Rooney*  
14—*Sheila*  
15—*Sheens*  
16—*Name That Tone*  
17—*Life with Elizabeth*  
18—*Range Rider*  
18:45—*News*  
19—*Sam Balter*  
20:00 P.M.  
20—*People's Choice*  
21—*Montana*  
21—*News*  
22—*Last Mohicans*

• Popers  
1—*Studio 57*  
2—*David Nixon*  
3—*Little Rascals*  
4—*Superman*  
13—*Adventure Search*  
7:30—*Name That Tone*  
8—*Dinah Shore*  
9—*Assignment Amer.*  
10—*Range Rider*  
8—*This Day*  
9—*Gangbusters*  
11—*Capt. Grief*  
12—*Ray Price*  
4—*Jonathan Winters*  
6—*News*  
13—*Youth Spottie*  
8:15—*News*  
12—*Bob Cummings*  
13—*Bob Hope*  
5—*Boat Lady*  
7—*Pet Exchange*  
9—*Biff Baker*  
11—*Ray Price*  
13—*Dangerous Assignment*  
8:30—*Stars*  
2—*Show of Stars*  
3—*Dragnet*  
4—*Matinee*  
7—*Circus*  
9—*Game Hunt*  
11—*Dr. Kildare*  
13—*Race Squad*  
9:00 P.M.  
5—*Code*  
6—*People's Choice*  
7—*Danny Thomas*  
9—*Movie*

11—*Fishing Flashes*  
2—*Playhouse 90*  
3—*Tenn. Ernie*  
7—*Gold Journal*  
13—*Star of the Century*  
14—*10:00 P.M.*  
3—*Video Theater (e)*  
11—*News*  
13—*Big Picture*  
10:15—*Theater*  
10:30—*Police Time*  
13—*Tom Duras*  
10:45—*News*  
9—*11:00 P.M.*  
5—*Kerla Pandit*  
6—*Foreign Intrigue*  
9—*Bowling*  
11—*Sports*  
12—*Movie*  
13—*Nitecap Theater*  
13—*Tom Duras*  
11:30—*News*  
2—*Big Movie*  
3—*News*  
4—*Tonight*  
11:45—*Movie*  
12:30—*News*  
1:00 A.M.  
2—*Cross Current*

• TOMORROW  
FRIDAY A.M.  
8—7:00 A.M.  
9—*Tomorrow* Pacific  
10—*Today*  
9:00 A.M.  
8—*Valiant Lady*  
9—*The Tex Willer*  
8:15—*Love Life*  
9:30—*Search Tomorrow*  
4—*Could Be You*  
7—*Men of Day*  
9—*Matinee*  
8—*Guiding Light*  
7—*Fun to Reduce*  
10:00 A.M.  
8—*News Stand*  
9—*Tony Jim*  
10—*Chucks' Cartoons*  
10:30—*TV Tonight*  
11:00 A.M.  
8—*Miss Brooks*  
9—*Cartoons*  
10—*Woman's Diary*  
11—*Star Shopper*

11:30—*Comedy Time*  
8—*Afternoon Show*  
7—*Name That Song*  
8—*Strikes Rich*  
9—*Gerry Moore*  
4—*Truth, Consequences*  
7—*Glamour Girl*  
11—*Little Marge*  
12:30—*Bob Crosby*  
12 NOON—*Patent*  
2—*Matinees*  
5—*Chuck 'n' Luck*  
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## TODAY'S SPORTS PARADE

By OSCAR FRALEY  
United Press Sports Writer  
Reg. U. S. Pat. Off.

## College Golf Tournament Slated Here

Nine Schools Clash Tomorrow in Play on Thunderbird Course

Some 54 entries from nine universities and colleges have filed for starting times in the Eighth Annual Southern California Intercollegiate Golf Championships tomorrow at Thunderbird Country Club.

Defending champions in the 36-hole medal play event is the strong University of Southern California team, topped by Bob McCallister, San Gabriel ace who won the 1956 event with a 74-76-150 at Bakersfield. Also returning for this year's competition are Trojan Frank Stubbs, who finished second last year, plus SC's Ron Pawlacyk and UCLA's Captain Bill Foote, who tied for third in 1956.

Everybody agrees that he has the talent with which to work. "But the biggest thing," says one, "is that he makes everybody feel he's the boss. No clubhouse lawyers with us. He kills 'em. He tells us hard and straight and, when he's done, you don't have any questions."

**THE YANKEES** have great respect for Stengel. No great fondness, possibly, because of his stern and dictatorial manner in the privacy of a businesslike clubhouse, but a respect tinged with just a bit of timidity. Yet, because of his fairness, they work ever harder for his rare award of praise.

Unquestionably he has had the talent yet it has been his job to mold the players into champions and he has done it with the aid of an able if silent band of coaches such as Jim Turner, Bill Dickey and Frank Crosetti. Yet even they listened mutely when the "Boss" speaks, which is often, because nothing misses the ever-watchful Stengel eyes.

"How'd we get the players?" Stengel growls. "Well, we don't hold a gun to their head and make them sign. Nor do we promise them any more than they are offered by other clubs."

**THE ANSWER** must be that the Yankee system of painstaking and never-ceasing instruction is the answer. Stengel instituted the so-called rookie school idea in 1951 yet, even when a man "makes" the big club, he still is checked and rechecked constantly.

"Maybe the answer is good material and attention to detail," said another player, "but Stengel manages us to an extra five to 10 games each season."

Frank Lane, general manager of the Cardinals, must agree. "One thing I try to tell 'em," he says, "is not to try to outman-manage him."

### Sets New Record

LOS ANGELES — Mt. San Antonio's sensational Ron Larie set a new national junior college two-mile record of 9:22.6 in a dual track and field meet Wednesday with the Occidental College frosh. Oxy won the meet, 57-64.

Here's what set me up in business



"Even when you have plenty of experience and ability, it usually takes plenty of capital to launch a business with success!"

"Years before I started my own enterprise, I began to save for that very purpose... my savings account was the financial foundation that set me up in business!"

Saving for a future project is more convenient, safe and fruitful when you save with us. Open your account today.

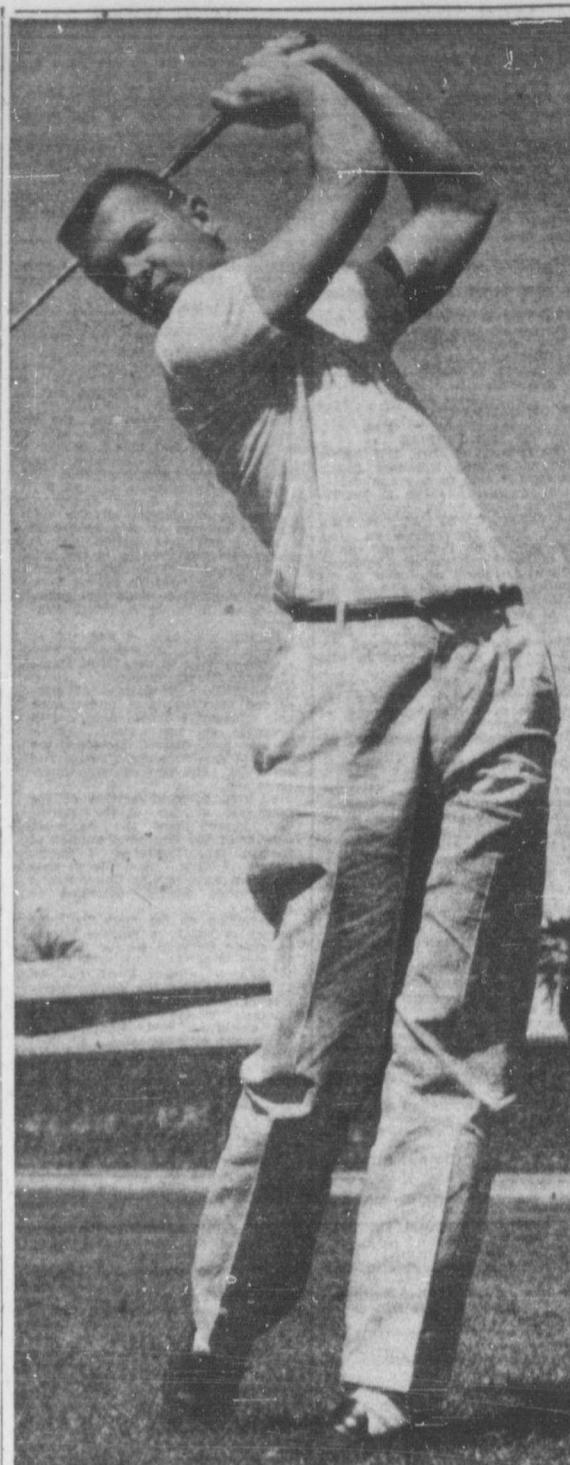
**Coachella Valley Savings  
AND LOAN ASSOCIATION**

W. H. "Bill" Smith, President

383 So. Palm Canyon Drive  
Palm Springs 2954  
45-149 Smurr Avenue  
Indio 7-3416

Listen To:

CORLISS COMMENTS, KDES, Mon.-Fri., 5 P.M.  
POINT OF LAW, KPAL, Mon.-Fri., 5:30 P.M.  
CONCERT HALL, KCMJ, Mon.-Fri., 9 P.M.



# Palm Springs Wins Third Straight RCL Net Crown

## Robinson and Fullmer Start Final Grind

### Find Middleweights in Good Condition at Physical Checks

CHICAGO — Middleweight champion Gene Fullmer and Sugar Ray Robinson, who lost the title in January to Fullmer, today opened their final week of training for their May 1 title re-match at the Chicago Stadium.

Both fighters underwent physical checkups by doctors of the Illinois Athletic Commission Wednesday and were declared in good condition for the championship fight.

Fullmer relaxed after the medical checkup, but Robinson resumed his training, sparring a few rounds. Fullmer was expected to finish his sparring Saturday.

Both fighters are near the 160-pound weight limit for the battle. Fullmer scales 157 pounds, but Robinson must lose 2½ pounds to get down to the limit.

### Gomez Pleased With 9th Round Kayo of Rogers

PROVIDENCE, R.I. — Harold Gomes, the New England featherweight champion, was mighty pleased today with his knockout victory over Bobby Rogers of Chicago in his first nationally-television fight.

"I wanted to win and I wanted to look good," the popular Providence scrapper said after dropping Rogers for the full count at 1:54 of the ninth round Wednesday night before 1,363 hometown fans.

Gomes certainly looked good in scoring two early knockdowns and then, after catching a mid-fight breather, he came back in the next-to-last round to put Rogers on the mat with his third home run of the season off loser Bob Chakas.

A three-run triple by rookie Ed Bouchet followed by a two-run homer off the bat of another rookie, Bob Bowman, highlighted a seven-run sixth inning that gave the Phillies an 8-5 victory over the Pirates.

**THE CINCINNATI REDLEGGS** also came up with a seven-run inning in defeating the Chicago Cubs, 9-5, but they did it the hard way with only one hit.

They set a National League record by drawing nine walks in their seven-run fifth, four of the walks forcing in runs.

Del Crandall's ninth inning homeroff of Willard Schmidt gave the Braves their sixth victory in seven starts, an 8-7 triumph over the Cardinals. Joe Adcock, Hank Aaron and Eddie Mathews also homered for the Braves while Del Ennis connected for St. Louis.

A passed ball by Wes Westrum enabled the Dodgers to score what proved to be the winning run in a 4-3 victory over the Giants.

**BRUIN NETTERS WIN**

LOS ANGELES — Johnny Lesch Wednesday paced UCLA to a 9-0 tennis victory over the University of Arizona by defeating Ellis Bryant, 6-2, 8-6, in first singles.

Today's winners will meet in the semi-finals Friday over the 7,007-yard championship No. 2 course here, with the 36-hole final round scheduled for Saturday.

### Salas, Chestnut to Meet at Olympic

LOS ANGELES — Rugged Lauro Salas, former world lightweight champion, drops down in division tonight to battle Ike Chestnut, the No. 6 world featherweight title contender, in the Olympic Auditorium's scheduled 10-round main event.

## Booming Bats Put A's Close To Top in AL

### Athletics Chalk Up 16 Homers to Lead All Major Clubs

By MILTON RICHMAN  
United Press Sports Writer

Those clutching Kansas City Athletics are kicking up the biggest racket in the American League today with an eye-popping home run barrage that's silencing all critics who wrote them off as "a farm club of the Yankees."

Only a half game out of first place, the Athletics actually are beating the Yankees at their own game—the home run. Lou Boudreau's fence wreckers have blasted 16 homers so far, the top total in the major leagues.

They slammed out five Wednesday night in burying the Cleveland Indians, 17-6.

The Yankees also used home runs to good advantage in beating the Orioles, 3-2. Mickey Mantle's homer off Connie Johnson in the eighth decided the contest after Yogi Berra hit a two-run homer in the firstinning.

**JACKIE JENSEN'S** 10th inning single scored Billy Klaus from second with the run that gave relief pitcher Ike Delock of the Red Sox a 4-3 decision over the Senators. Ted Williams tied the score in the eighth with his third home run of the season off loser Bob Chakas.

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## STANDINGS

NATIONAL LEAGUE	W	L	Pct.	GB
Milwaukee	6	1	.857	
Brooklyn	6	2	.667	2½
New York	5	3	.580	2½
Chicago	5	4	.545	3
Philadelphia	3	4	.429	3
Cincinnati	3	4	.429	3
St. Louis	3	4	.389	4
Pittsburgh	3	4	.389	4½

Wednesday's Results

Milwaukee 8, St. Louis 7

Brooklyn 4, New York 3—night

Philadelphia 9, Pittsburgh 8—night

Cincinnati 9, Chicago 8—night

Pittsburgh 6, Wednesday's Results

New York 4, St. Louis 3

Brooklyn 4, Pittsburgh 3—night

Philadelphia 4, Pittsburgh 3—night

Cincinnati 17, Cleveland 6—night

Pittsburgh 1, Wednesday's Results

New York 4, Baltimore 3

Baltimore 4, Pittsburgh 3—night

Cincinnati 4, Pittsburgh 3—night

Pittsburgh 1, Wednesday's Results

San Francisco 9, Vancouver 8

Seattle 4, San Diego 1

Los Angeles 4, Sacramento 2

Hollywood 4, Portland 3—10 innings

Wednesday's Results

San Francisco 5, Vancouver 4

Seattle 4, San Diego 3

Los Angeles 4, Sacramento 2

Hollywood 4, Portland 3—10 innings

Wednesday's Results

San Francisco 5, Vancouver 4

Seattle 4, San Diego 3

Los Angeles 4, Sacramento 2

Hollywood 4, Portland 3—10 innings

Wednesday's Results

San Francisco 5, Vancouver 4

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Wednesday's Results

San Francisco 5, Vancouver 4

Seattle 4, San Diego 3

Los Angeles 4, Sacramento 2

Hollywood 4, Portland 3—10 innings

Wednesday's Results

San Francisco 5, Vancouver 4

## County Salaries Are Upped \$330,000 for Next Fiscal Year, Starting July 1

Salary increases of approximately \$330,000 were approved by the board of supervisors this week for department heads and employees, not including elective officials, for the fiscal year 1957-58 which commences July 1.

The vote for increases for employees was unanimous, while the vote for increases for department heads was three to two with Supervisors William Jones and Fred McCall dissenting.

**SUPERVISOR GEORGE** Berkley proposed the increases. He said

that he had been going over anti-road commissioner and superintendent raises with Personnel Director Donald Spencer and that they had arrived at a formula pending complete installation of the new salary range plan.

"The department heads need to know more specifically what to budget for salaries for the coming year," said Berkley. "While it is important to get the new salary ranges on a step to step basis determined this year, it is necessary to have something definite for the new budget, and we believe the formula we propose will serve as a workable alternative."

**UNDER THE** proposed formula, salaries for department heads, now totalling \$11,460 per month, will total \$13,996 per month. This is an increase of \$2,516 per month \$30,192 for the year. Spencer estimated the salaries of other employees now employed will amount to approximately \$300,000 more in 1957-58 than in the present fiscal year. This includes, however, step increases which some of the employees would have received had there been no raise.

**NO ACTION** was taken on increases for county counsel and the agricultural commissioner. The personnel director previously recommended an increase in the county counsel's salary from \$633.33 he now receives monthly, to \$1,235 per month, and an increase for the agricultural commissioner from his present \$755 per month, to \$778 per month.

Berkley observed that so far as elective officials are concerned, salary changes could not become effective in any event until the commencement of new terms of office.

**DEPARTMENT HEAD** salaries increased by the action of the board are as follows:

Airports director, from present \$664 per month, to \$738 per month; Board of Trade manager, \$664 to \$758; building chief, \$625 to \$655; chief assistant purchasing agent, \$604 to \$688; civil defense coordinator, \$576 to \$655; communications director, \$550 to \$688; administrative officer, \$670 to \$758; garage superintendent, \$576 to \$655.

Livestock inspector, \$456 to \$513; medical superintendent of hospital \$853 to \$1016; planning director, \$664 to \$758; probation officer, \$664 to \$758; public defender, \$415 to \$466; health officer, \$902 to \$1,016; sealer of weights and measures, \$448 to \$566.

Veteran service officer, \$525 to \$594; welfare director, \$664 to \$758; personnel director, \$540 to \$655;

### Help! Again!

**SALT LAKE CITY** — After a new police ambulance had been serviced and declared ready for use, officers checked it out, picked up an injured pedestrian, carried him one block when the vehicle konked out. They hastily called for the old ambulance.

**MASONIC Notices**  
MASONIC TEMPLE  
Ramon Road  
P. S. LODGE, F & A.M.  
No. 693

**G** Every Monday  
7:30 P. M.  
JOBS DAUGHTERS  
1st and 3rd Tues.  
7:30 P. M.

Desert Chapter  
C. A. M. No. 150  
1st and 3rd Wed.  
7:30 P. M.

O. E. S.  
1st and 3rd Thurs.  
8:00 P. M.

SHRINE CLUB  
1st Tues at 12 Noon  
Doll House  
HI 12 CLUB  
1st and 3rd Thurs., Noon  
Desert Aire Hotel  
Rancho Mirage

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

On this 13th day of April, 1957, before me, the undersigned, a Notary Public in and for said County and State, residing in and duly commissioned and sworn personally, appeared JAMES E. WEST, JR., known to me to be the President of WEST COAST AUTOMOTIVE TESTING, INC., the corporation that executed the within instrument, known to me to be the person who executed the within instrument, and who, I, being led to believe that such corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written:

WILLA V. ROHE,  
Notary Public in and for the State of California, County of Los Angeles.  
My commission expires Jan. 31, 1961.

Published April 25, May 3, 9, 16, 1957.

No. 346 CERTIFICATE OF LIMITED PARTNERSHIP FOR BUSINESS ORGANIZATION, NAME, UNDER FICTITIOUS NAME

The undersigned do hereby certify that they are conducting a public automobile raceway for testing of automobile vehicles, including automobile parts, events business, located on Day Street in Edgemont, Riverside County, California, with offices at 3859 Main Street, Riverside, California, under the name of WEST COAST AUTOMOTIVE TESTING, INC.

A California Corporation  
Principal Place of Business:  
3859 Main Street, Riverside, California

(General Partner)

STEVE MASON  
Residence Address:  
1886 Monrovia Drive, Encino, California

(General Partner)

JOHN EDGAR  
Residence Address:  
16461 Garvin Drive, Encino, California

(General Partner)

WITNESSE our hands this 13th day of April, 1957.

WEST COAST AUTOMOTIVE TESTING, INC.

BY JAMES E. WEST, JR.  
President

General Partner

STEVE MASON  
General Partner

JOHN EDGAR  
Limited Partner

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

On this 13th day of April, 1957, before me, the undersigned, a Notary Public in and for said County and State, residing in and duly commissioned and sworn personally, appeared JAMES E. WEST, JR., known to me to be the President of the corporation that executed the within instrument and acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written:

WILLA V. ROHE,  
Notary Public in and for the State of California, County of Los Angeles.  
My commission expires Jan. 31, 1961.

Published April 25, May 3, 9, 16, 1957.

No. 327 SIMON & BROWN  
Attorneys for Administratrix  
555 South Palm Canyon Drive  
Palm Springs, California  
Telephone: 2994

IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA IN AND FOR THE COUNTY OF RIVERSIDE

In the Matter of the Estate of  
John Edgar, deceased

Notice to Creditors

Notice is hereby given to creditors

to file claims against the said decedent

in the office of the clerk of the

court, or in the office of the

attorneys for the said decedent

or in the office of the attorney for the

deceased, John Edgar, in the

aforesaid County, which latter office

is the place of business of the under-

signed in all matters pertaining to said

estate. Such claims with the necessary

information will be filed and upon

the structure thereon in addition there-

to or for services of any architect.

IN THAT HARRY T. LUCAS SR. and

HARRY T. LUCAS JR., partners

doing business as H. T. LUCAS

MINING COMPANY, the lessors and

prospective purchasers of said prop-

erty under contract of purchase,

IN THAT GORMAN F. KELLEY, P. O. Box 166, Thousand

Palms, California,

JAMES AND DUNN MILLING

COMPANY, partners

BY MICHAEL DUNN,  
President

A. A. LUCAS  
Secretary per L. L.

STATE OF CALIFORNIA

COUNTY OF RIVERSIDE

On this 13th day of April, 1957, by

and that the facts stated therein are

true to my own knowledge, and that

he is the attorney for the said decedent

and on behalf of the persons for whose protec-

tion said notice was given.

IN THAT MICHAEL DUNN

Attorney for Administratrix

555 South Palm Canyon Drive

Palm Springs, California

Telephone: 2994

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to file claims against the said decedent

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court, or in the office of the

attorneys for the said decedent

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the structure thereon in addition there-

to or for services of any architect.

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Palms, California,

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COMPANY, partners

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President

A. A. LUCAS  
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and on behalf of the persons for whose protec-

</div

## HAROLD HICKS REALTOR

30 YEARS IN PALM SPRINGS  
1345 N. PALM CANYON DRIVE

### Tennis Anyone?

Here is a two bedroom, two bath home with tennis court. This well furnished house has just been redecorated. Luxurious landscaping assures complete privacy and located in an estate area, within walking distance of town. Call us for an appointment to see this choice value, priced at

**\$29,500 Furnished**

### New Home... New Area

Luxury home consisting of 4 bedrooms, 3 baths with a double garage, on a large corner lot. Many built-ins—O'Keefe and Merritt stove, garbage disposal—and forced air heat with refrigeration. Beautiful carpeting installed. Terms can be arranged.

**\$41,500 Unfurnished**

### Tennis Club Area

Close in and protected residence in Tennis Club Area. A most attractive home with 3 bedrooms and 3 baths (the master bedroom is extra large and has a fireplace). Walled patio with heated and filtered pool. Beautiful grounds with plenty of citrus. In tip-top condition with exterior just painted, interior just redecorated including finest quality carpets and drapes. For sale, furnished, and shown only by appointment.

**\$50,000 Furnished**

### Grapefruit Ranch

88 acres near Indio, located in warm winter belt, no smudge pots! Produces excellent quality Pink and Ruby Red grapefruit. Ample water—2 wells, 40 H.P. electric pump. Completely equipped, 4 bedrooms in main house, block construction, foremash house. Packing house, huge reservoir. Property clear, owner will sell or trade. May take cattle ranch.

**\$140,000**

## HAROLD HICKS ASSOCIATES

Burnham Bigelow — Ray Baur — Mildred Jackson  
Kenneth Herman — Charles Lyngard — Wm. Hopkins

1345 N. PALM CANYON DRIVE

PHONE 9681

## ISRAEL FOR BETTER REAL ESTATE DEALS

LUXURY HOME—2 bedrooms, 2 baths, fireplace. Heated and filtered pool. Landscaped. Carpets, drapes and kitchen equipment included. Central location. \$23,500.

3 BEDROOM HOME AND GUEST HOUSE. Large lot, double garage. Must sell. Easy terms. \$19,500.

FURNISHED MODERN 2 bedroom and rumpus room, 2 years old. Good location. \$5000 down, balance \$100 per month including 6% interest. Must sell!

### INCOME

HOME AND 2 RENTALS, south end location, R-2 zone. Walking distance to town. Completely furnished. \$34,000.

FURNISHED MODERN 2 BEDROOM and den. Price includes an extra walled-in lot. Low mortgage payments, \$100 per month, 5 1/2%. All for \$24,500. This one you must see.

## ADOLPH ISRAEL

REALTOR

"THE BUYERS BROKER"

671 N. PALM CANYON DRIVE PHONE 2981

### Help Wanted 27

### Help Wanted 27

### BOYS BOYS

11 TO 16 YEARS

Business Opportunities  
Be in Business for Yourself

GOOD PROFITS

PRIZES — INSURANCE

BE A DESERT SUN

CARRIER SALESMAN

INQUIRE

The Daily

DESERT SUN

CIRCULATION OFFICE

DESK

EMPLOYMENT AGENCY

Bookkeeper ..... \$375

Cook-housekeeper, R. & B. .... \$200

Office Clerk ..... \$274

Houseman ..... \$190

Office Clerk ..... \$200

Mother's Helper ..... R. & B. .... \$200

Desk Clerk ..... \$225

Hotel Maid ..... P. & B. .... \$125

Cook, female ..... \$350

Accountant — Steno ..... \$350

Hotel Maid and Waitresses ..... \$175

LUCILLE GARLAND

208 N. Indian Ave. Ph. 2364

LOCAL RESIDENT TO SELL

OLDSMOBILE and CADILLAC CARS.

Men with some selling experience and large acquaintance in this district will be given consideration.

PHONE TED CADMAN. Sales Manager. 9268.

PLAZA MOTORS

290 N. Indian Ave.

Loeda and George Hageman's

EMPLOYMENT

SERVICE AGENCY

Don't Come in tomorrow  
For a job you need today!

135 E. Andreas Rd. Ph. 2556

11

The Desert Sun

Thursday, April 25, 1957

## PALM DESERT

SMARTEST ADDRESS ON THE AMERICAN DESERT

## See This Unusual Model Home OPEN DAILY

Turn right off Palm to Pines Highway To Shadow Mountain Drive

A REAL BUY!

## Years Ahead in Modern Construction

Built for the Desert To Last a Life Time.

2 BEDROOMS - 2 BATHS  
IN SEPARATE WINGS FOR PRIVACY.  
CONNECTED BY GLASSED-IN ENTRANCE.

CHECK THESE FEATURES:

Built-in Range and Oven.  
Natural Birch Cabinets.  
Garbage Disposal.Refrigeration and Forced Air Heat.  
Wall to Wall Carpeting Throughout.

Indirect Lighting.

Decorators Colors

Fabulous View Lot.

Landscaped.

\$18,500

18 Year Loan. \$84 per Month

BEST BUYS ON THE DESERT

## PALM DESERT SALES CO.

OFFICE FOR PALM DESERT PROPERTIES

CORNER LARKSPUR LANE AND HIGHWAY 111

ACROSS FROM STANDARD OIL STATION

PHONE PALM DESERT 76-3794

BEST BUY  
IN THE  
Entire Valley  
124 Acres

BETWEEN INDIAN WELLS GOLF CLUB AND THE PROJECTED EL DORADO.

May be divided into 2 parcels  
Unlimited opportunities for developer or investor.

Shown by Appointment Only

IN THE HEART  
OF THE  
SPECTACULARRecreational Area  
Bermuda Dunes

WE OFFER a lovely half acre estate with 2 bedroom refrigerated home. Fully furnished including carpeting and draperies. Only

\$18,500

The Lovelands  
REALTORS  
Smur St. at Highway 99  
Phone Indio 7-5755 or 7-3229THUNDERBIRD  
AREA

NEW 3 BEDROOM contemporary desert designed home by Hawkins, Lindsey and Leitch, York air conditioned, pool, inter-com and many extras. Carpets and drapes. \$36,800.

Corner Country Club Dr. And Desert Sun Dr.

OPEN DAILY  
1-6 P. M.

EXCLUSIVE WITH

RUSSELL WADE  
REALTOR  
850 S. Palm Canyon Ph. 2855

HOTEL BUY!

IN THE CENTER OF TOWN  
A MONEY MAKER!16 UNITS. PLUS LARGE POOL  
Owners retiring. Will sell for  
\$110,000

Only \$25,000 Cash Down

HIGH NET INCOME

Jekyll, Bradley & Co.  
REALTORS  
457 N. Palm Canyon Ph. 2734

BY OWNER

LOVELY furnished custom built home, 2 large bedrooms, 2 baths, stone fireplace, indirect lighting, large enclosed lanai, lots of glass, double garage plus a darling studio apartment, large beautifully landscaped corner lot. Phone 5754.

OWNER SELLING BEAUTIFUL NEW MODERN HOME, in exclusive Merito Vista, 3 bedrooms, 2 baths, on 100' x 254' fully landscaped lot. Heated 40' pool, guest house and bath, even room for tennis court. Phone 5494. Shown by Appointment Only.

## MUNHOLLAND

\$2000 DOWN—Children will love it their own playground. New 3 bedroom, 2 bath.

HOME WITH GUEST APARTMENT. Fireplace, 3 patios, close in. Out of town owner says "sell." \$18,500.

## 9 UNITS

SOME with kitchens—place to live and good income.

\$27,500

WE FOUND a beautiful new home that has everything—bring personal effects—move in! Perfect location. \$49,500.

## ACREAGE

\$325 PER ACRE — Palm Springs School District.

Munholland & Co.  
Associates  
GORDON NICHOLSON  
B. K. DE TARR  
1059 N. Palm Canyon Drive  
PHONE 3673

\$18,500

## The Lovelands

REALTORS

Smur St. at Highway 99

Phone Indio 7-5755 or 7-3229

## Wm. J. Heiser

REALTOR

SPECIAL — Lovely new 2 bedroom, 2 bath, finest carpets, drapes. Built-in kitchen, garage. Owner anxious \$22,500.

ULTRA MODERN — brand new, planned by top designer—2 bedrooms, 2 baths, spacious master suite, many built in features. 1133 Buena Vista \$29,500.

\$1000 DOWN — NEW 2 Bedroom home. Only \$11,000.

BEAUTIFUL CORNER LOT, leveled, walled in rear, water meter in. Only \$39,500.

R-2 INCOME LOT, near Palm Canyon. Room for 5 units. Only \$6500.

HIWAY 111 ACREAGE—30 acres, 500' frontage includes house and well.

TOP LOCATION — 10 units nearly new. Owner's luxurious 2 bedroom, large living room apartment. Sprinkler system in, large pool. Priced reduced — \$127,500. Room for 6, more units.

PHONE 2064

Howard Palmer Ervin Hall

Bess Mattoff Art Campbell

Betty Luce Mai Hamm

Ray Chapman

## BILLY WRIGHT

REALTOR

## John W. Williams

REALTOR

NEW 2 bedroom home. Only \$2000 down. \$115 per mo., total price \$12,750.

UNITS

5 NEW 1 bedroom units in good rental location. Gross 15 per cent on investment. Price \$37,500.

LOTS

R-1—Sewer paid for ..... \$2775

R-2—Block of Palm Canyon \$3950

M-1 — INDUSTRIAL ..... \$6500

RENTAL

LIVING AND BUSINESS COMBINATION

390 N. Indian Ave. \$1200 yearly

Claude Belfebet Don Williams

423 N. Palm Canyon Ph. 3311

## BELOW MARKET!

IDEAL home for the large family.

THIS fine 4 bedroom home has 3 baths, extra large living room and separate dining room.

LARGE corner lot, landscaped and walled with circular driveway.

COMPLETELY and beautifully furnished, wall to wall carpeting and custom drapes.

PRICED NOW AT \$30,000

WITH ONLY \$5000 DOWN

See This Outstanding Value!

Jekyll, Bradley &amp; Co.

REALTORS

457 N. Palm Canyon Ph. 2734

## First Time Offered

IN sheltered Tennis Club Area—Nearly new 3 bedroom, 2 bath house, furnished. Large living room, beamed ceiling, stone fireplace, 2 car garage, TV installed walled lot. OWNER Phone 6504

## MODERN

3 bedroom, 2 bath, 9 months old, TV. Patio. Large landscaped lot, unexcelled view. Furnished or unfurnished. Low down payment. Must sell because of illness. Can be seen at any time—Owner 2850 Livmor Phone 7653

## SMALL DOWN

OR take Trade, completely remodeled and repainted, 3 bedrooms, 2 baths, living room, dining room, kitchen, with range and dishwasher, screened in patio, all fenced. Call Darwin P.S. 2305 or 7116

## BY OWNER

CHARMING furnished 2 bedroom, 2 bath home, completely walled. Pool. Beautifully landscaped. 1629 VERBENA DRIVE

## LOW DOWN

3 Bedrooms, 2 baths, large corner carports, drapes, full price \$22,500. 240 N. W. CERRITOS TONL. 6350

Phone 5005 For Classified Ads!

## Ideal Location

ATTRACTIVE 3 bedroom decorat-

or furnished TV Pool. Wet bar.

Immediate occupancy. \$35,000.

OWNER — PHONE 615: 1673 S. Calle Ralph

FURNISHED House Near Town

495 SONORA ROAD

PHONE 3556 or 5179

Phone 5005 For Classified Ads!

## Valley of the Sun Estates

## Tamarisk Country Club Area

## Homes From \$30,750

REFRIGERATED AIR CONDITIONED.

BUILT-IN RANGE AND OVEN.

DISHWASHER.

TWO FULL BATHS.

THREE BEDROOMS.

LARGE LOTS 100'100'

OVER 1650 SQ. FT. OF LIVING AREA.

HEATED SWIMMING POOL.

LARGE MASTER BEDROOM.

WITH DRESSING ROOM.

## \$5000 Down — \$200 Per Month

Turn left off Hiway 111 at Tamarisk Country Club

Turn on Avenue 38 and follow the signs to

The Fabulous Valley of the Sun

## 35 Real Estate for Sale

## Jim Sharpe Real Estate

WAS OUT SCOUTING AROUND THE OTHER DAY and came across a real sleeper. This one has 100x150 lot with a nice large clean POOL—it's a 3 bedroom beauty made from small blocks—Has enclosed garage too—POOL is fenced for privacy—This owner is a real Rip Van Winkle because he's just put in new wall to wall carpets and is selling this place for only \$16,000—and you make the terms.

ALSO FOUND A NEAR NEW 2 BEDROOM place with nice brick fireplace, just off Indian Avenue. Has real good financing with a \$11,100 1st Trust Deed payable for \$75 month including interest. That's cheaper than rent. If you have the \$2250 down payment, steal this for \$13,350.

LOTS OF HOUSES HAVE SOLD IN THE Deep Well area this past month. We still have three nice ones left that should sell soon. One is a 3 bedroom, 3 bath with large clean POOL—about 4 years old—\$34,500. The other is a 3 bedroom, 2 bath with POOL—Only \$29,500 and then the other is a nice 3 bedroom, 2 bath without a pool for \$28,500. Why not check these three values before buying.

LISTED A TRIPLEX in the Warm Sands area that has a NEW POOL just installed. The full price is so low that I'm afraid to print it because you may think it would be just some old junk, but it's not. \$10,000 down will handle it and the rents will more than make the monthly payments.

WOULD YOU LIKE TO HAVE A HILLSIDE LOT near Little Tuscany? Well, I have one for only \$5500. Submit.

ALSO HAVE TWO NICE VIEW LOTS IN ARABY—Both for \$3650.

Must be sold together.

FOR OTHER GOOD REAL ESTATE VALUES DROP BY OUR OFFICE

## JIM SHARPE

REAL ESTATE  
ASSOCIATES

B. J. BOYD ANDRE COCKX 433 North Palm Canyon Drive

EVE NORMAN  
Phone 2545 or 2319

## WANT TO BUY

## VACANT PROPERTY

## SUITABLE FOR

## GAS STATION

## PREFER PALM SPRINGS

## JIMMY GEORGE

## "THE BUILDERS BROKER"

508 Industrial Place Phone 7149 or 6366

## Phone 7149 or 6366

## HERE'S VALUE WORTH TALKING ABOUT

DELIGHTFUL home in S. end. 2 bedrooms, den, 2 baths, 3 grates and wall to wall carpet. Reduced to only \$19,500.

REAL CHARM in this beautiful furnished 3 bedroom 2 bath home near El Mirador. Only \$29,500.

REDUCED \$4000 for quick sale. Choice location—lovely home—2 bedrooms, 2 baths, beautiful grounds, heated pool, only \$22,500.

HOME PLUS INCOME — 3 units plus owner's lovely 2-bedroom apartment. Reduced to only \$11,000.

BEAUTIFUL CORNER LOT, leveled, walled in rear, water meter in. Only \$39,500.

R-2 INCOME LOT — near Palm Canyon. Room for 5 units. Only \$12,500.

**THUNDERBIRD****ADJOINING THUNDERBIRD**

ON COUNTRY CLUB DRIVE  
Luxurious 2 bedroom, 2 bath home with double garage.  
Glass-enclosed living room, 25 x 25, terrific view, fireplace.  
Refrigeration and forced air heat. Ice maker, range, disposal. Draperies and wall-to-wall carpets. Built-in TV, Hi-Fi player, FM.  
Ample storage, many built-ins. \$39,500 (\$42,500 furnished). Excellent terms.

Owner — Ph. Palm Springs 8-7303 or Palm Desert 76-4931

**RANCHO MIRAGE**

\$2500. DOWN low monthly payments, long term financing. \$18,400 full price. New 2 bedrooms, den, 2 baths, fireplace, drapes, forced air heat, refrigerated air conditioning, built-in stove and refrigerator.

PHONE 8-8408

**\$14,950 - \$1000 DOWN**

1 1/2 YEARS OLD 2 bedroom home, forced air heat, 2 patios, 2 carports, landscaped, 2 blocks above Hiway 111. 71586 Mirage Road. Owner — Ph. P.S. 8-6542

2 BEDROOMS, 2 baths, wall-to-wall carpet, drapes, disposal, large Desert Cooler. Double Carport, patio. Large Double door refrigerator, automatic gas range. Owner — Phone P.S. 8-6927

MODERN twin store building with living quarters and warehouse. \$25,000. Owner Phone 8-6436.

**PALM DESERT**

**\$250**

**Moves You In**

NEW 2 BEDROOM, one year lease with option to buy. Rent \$125 per month—all rental to apply on total purchase price of \$12,500

**TED SMITH**

REALTOR

Associates  
Col. McColl—Cliff Young  
71-691 Hiway 111, Rancho Mirage  
Ph. P.S. 8-5022, evenings 8-4604

**INCOME CAFE**

FULLY equipped and operating, choice location, Hiway 111 with additional income rentals. Modern tile Building, frontage on 2 streets, \$39,500. Call for appointment. Mr. Gardner or Mr. Catrrew, Ph. Palm Desert 76-2251

**TWO FOR THREE**  
GROWING family makes my attractive 2 bedroom home too small. Will trade for three in Palm Desert, or sell \$14,500.

44-840 Monterey Street

PHONE 76-4242 AFTER 5 P.M.

SACRIFICE, newly built 3 bedrooms, 2 baths, modern design, excellent location. A Gem in a setting of Beautiful trees. Call Call Palm Desert Biltmore  
PALM DESERT 76-2370

**CORONA**

SECLUDED PROPERTY ON GRAND BOULEVARD IN CORONA

MAIN House, 9 years old, has huge living room. Bedroom has dressing room and private patio 1 1/2 baths. Completely carpeted with new Nyewait carpet.

GUEST HOUSE, built about 5 years ago has kitchenette. H O U S E S ON SEPARATE LOTS. Approximately 1 1/2 acres. Enough fruit to market. Many trees and rose bushes, gardner wishes to remain (been with family 17 yrs.)

PRICE \$60,000

BOX 246, CORONA, CALIF.  
Phone Redwood 7-1526

**LA QUINTA****LA QUINTA**

A Home of Distinction  
CORNER lot with gorgeous view. Beautifully furnished. Extensive landscaping, complete sprinkler system. Walled on four sides. Many unusual features. \$30,000.

Milton A. Hoffman

REALTOR

Old Post Office Building  
Across from the Park  
PHONE 9-3941

**INDIO**

SEMI-RETIRED?  
5 Acres Thompson Seedless grapes with beautiful building site. Deep well and canal water. \$11,800 with excellent crop—2 weeks only at this price. Main road, Indio area. See or phone owner after 5 p.m. D. G. Brunwell  
Phone Coachella 9-5172

**IDLWILDLAND**

SPEND Cool Summer in Rock Wool. Fully furnished 3 bedroom, 1 1/2 bath home on 2 lots. Toll Gate Road. Ph. 7727 or 7976

**YUCALPA**

NEW 2 bedroom HOME on large lot, with orange trees \$3800. 233 AVENUE L. CALIMESA  
Yucalpa Valley, or Phone P.S. 7252

**For Best Classified Results****PHONE 5005****DESERT HOT SPRINGS****Apartments for Rent 43****IN THE EXCLUSIVE****400**

2 Bedrooms, Tile Bath, Shower 1 1/2 Acres plus, (or more if wanted) 1200 square feet. "Frame" and Stucco alternated with block. Lots of glass. Thermostatic gas heat. Refrigerated cooling in one bedroom. Desert coolers in rest of house. Large cement patio and lawns both front and rear. Both protected from wind. Other landscaping. Fenced, (24 inches high). Electric range, refrigerator, garbage disposal, automatic washer, electric dryer. 1 1/2 years old.

5 MILES southeast Desert Hot Springs, Dillon Road, near Holmes Pool and Assembly Products Electronic Plant.

BRADLEY THOMPSON  
PHONE D.H.S. 4-3133 or 4-2453

**Exchanges 36****Cool Big Bear**

FOR YOUR SUMMER HEALTH, Beautiful 5 bedroom furnished home priced to sell for \$19,500 or will trade for Palm Springs or L.A.—lots, home, income or trust deeds.

Peter B. Sheptenko  
THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Dr.  
Phone 2727

**Real Estate Wanted 37**

LIST WHAT YOU HAVE  
TO SELL, RENT OR TRADE  
WITH PALM SPRINGS  
MOST PROGRESSIVE OFFICE

Peter B. Sheptenko  
THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

**BRAND NEW****HEATED POOL**

1 BEDROOM apartments, unfurnished. Out of wind area.

459 Avenida Olancha Ph. 6811

ATTRACTIVE furnished 1 bedroom and studio units. Pool, air conditioning, utilities paid. Adults only. \$100-\$125 mo. May to Oct. 374 Warm Sands Dr. PHONE 9765

**NEW DELUXE****REFRIGERATED**

apartments — rooms and artists studio. Tennis Club area. Adults, no pets. \$1025 to \$4500, annual leases. Ph. 2405 1/2 E. 16, Newport Beach, Cal.

**NEW 1 BEDROOM****UNFURNISHED**

apartments, unfurnished. Private patio, T. V. Cable; disposal. \$100 mo. 1 Studio \$80. Adults. 570 Desert View Drive.

**FURNISHED****TRIPLEX**

one and two bedrooms, ideal location. Beach shops. Now taking summer reservations. 321 Marguerite, Corona Del Mar. Ph. Harbor 6591

**FOR BEST RESULTS**

List Your Property  
With Adolph Israel  
Realtor 671 N. Palm Canyon

**Industrial 38a**

INDUSTRIAL property for lease or sale — East Ramon Road. PHONE OWNER 3311

**Business Rentals 38****FOR RENT**

VERY good location, big NEW store, you can make living quarters, if you wish. Parking in rear by alley.

152 S. PALM CANYON DRIVE

**LOVELY STUDIO****REFRIGERATED**

TV Cable. Pool Summer or Year Lease

450 Chuckwalla Rd. Ph. 9769

**Wanted to Rent 39**

GIVE your House that lived in look during the summer months. Permanently employed Palm Springs man will care for your home while you vacation elsewhere during summer in exchange for use of same. Must have pool. Desert Sun, Box 190, File T-4.

COMMERCIAL Supervisor for California Electric Power Co. needs unfurnished 2 or 3 Bedroom Home Permanent Rental. PHONE 2333 — BURKETT

**NEW — 1 Bedroom****UNFURNISHED**

Apartment, carpets and drapes. Reasonable on lease.

571 Desert Way Phone 9833

**STUDIO apartment, kitchenette & bath, private entrance, carrier air conditioned, utilities paid.**

PHONE 4813 AFTER 4 P.M.

**Rooms for Rent 40**

1 OR 2 rooms, kitchen, private bath, \$40 to \$60 monthly. Half price June 1st. Adults, no pets. 925 Radio Road. Phone 5933.

**DELUXE PRIVATE ROOM WITH BATH**

PHONE 5934

**1 FURNISHED AND 1 unfurnished bedroom, in private home. Pool**

PHONE 2454 or 9702

**\$25.50 FIRST MONTH COZY STUDIO ROOM, COOKING**

PHONE 2478 or 3373

**FURNISHED ROOM, Twin Beds, Private Bath and Entrance. \$40 Month. Phone 6848****Apartment for Rent 43**

\$78 MONTH, cute furnished apartment. Has everything, TV, yard use of pool. Close in. Ph. 3027

**LOVELY APARTMENT — POOL**

Air Conditioned. Monthly Rate ADULTS — PHONE 3772

**FURNISHED APARTMENT**

Near Town, Reasonable Rent

PHONE 5179

**Apartment for Rent 43**

\$78 MONTH, cute furnished apartment. Has everything, TV, yard

use of pool. Close in. Ph. 3027

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**IS ALREADY...**

# **FIRST!**

**with car radio listeners  
in the Palm Springs area**

**Survey Work Sheet --- Automobile**

LOCATION	920	DIAL SETTING		
		Sta. "A"	Sta. "B"	Others
Safeway (A.M.) .... Cars 129	51 40.00%	42 33.00%	16 12.00%	20 15.00%
Safeway (P.M.) .... Cars 98	41 42.00%	27 28.00%	14 14.00%	16 16.00%
The Springs ..... Cars 60	29 48.33%	15 25.00%	8 13.33%	8 13.33%
Thunderbird ..... Cars 49	20 41.00%	7 14.00%	7 14.00%	15 31.00%
Tamarisk ..... Cars 30	13 43.33%	4 13.33%	7 23.33%	6 20.00%
Citizens Bank ..... Cars 190	78 41.00%	46 24.00%	29 15.00%	37 20.00%
O'Donnell ..... Cars 26	10 38.00%	7 28.00%	4 15.00%	5 19.00%
Thrifty ..... Cars 121	50 41.00%	40 33.00%	16 13.00%	15 13.00%
Post Office ..... Cars 29	13 45.00%	7 24.00%	7 24.00%	2 .07%
Indian Avenue ..... Cars 28	12 43.00%	13 46.00%	0 0%	3 11.00%
Bank of America (A.M.) 21	7 33.33%	2 09.25%	4 19.04%	8 38.08%
Bank of America (P.M.) 46	17 37.00%	13 28.00%	5 11.00%	11 24.00%
<b>TOTAL</b> Cars 825	<b>339</b>	<b>223</b>	<b>117</b>	<b>146</b>
	41.09%	27.03%	14.18%	17.69%

On car radios, KDES has almost (within a fraction of 1 per cent) as many listeners as the other two Palm Springs stations combined. With the exception of the Thunderbird and Tamarisk areas, this survey was conducted only in the areas reached by the signals of all three stations, not in the many areas receiving only the double power of KDES.

**920**  
**ON YOUR DIAL**